



The world's internet traffic surpassed one zettabyte in 2016 - That's a lot: 1,000,000,000,000,000,000,000 bytes.

Guarantee your internet connection to ensure Business Productivity and Growth

You have probably experienced times when your broadband connection slows right down, usually due to a busy period with a lot of traffic running over the network and often coinciding with the children coming home from school and playing their computer games! This can be really frustrating if you're a consumer, but if you have a business, it can cause you much bigger headaches.

47%

of small firms are still using residential broadband, despite it not being designed for business purposes.

Imagine if you once owned a nice 3 room guesthouse, which was a huge success, so you decided to upscale to a 20-bedroom hotel. You wouldn't carry on using the same washing machine as it would soon break down due to the extra volume it had to handle. This is exactly what is happening to many UK business Broadband Connections.

UK businesses clocked up

149m

hours of internet downtime between them in 2015 which cost to the economy

£12.3 b

in lost productivity.

So what are the options?

A slow internet connection can have a

big impact on your business, reducing productivity, making communications difficult and even affecting online sales and stopping internet applications working properly. So what can you do about it? Guaranteed Broadband provides a minimum guaranteed bandwidth at all times, so even if the network gets busy you can rest assured that your service won't drop below this speed. And crucially, it also ensures a guaranteed fix time whereas standard broadband connections do not, you could be offline for days which could cost your business £thousands

98%

of all data ever sent or received in history has happened in the past 2 years

Does my business need Guaranteed Broadband?

A recent FSB report advised that 94% of businesses interact with customers and suppliers online. Guaranteed Broadband is for any business that needs to have a constant and reliable bandwidth which they can depend on.

You certainly should consider Guaranteed Broadband if you use or are planning to:

- Run applications over the Internet which are critical to your business (Cloud applications such as Microsoft SharePoint, Google Apps, hosted email, collaboration tools and CRM)
- Online Sales
- rely on web-based services such as web conferencing or Skype
- Regularly download large files or volumes of data
- Online sales
- Carry phone calls over your Internet connection
- Provide Public Wi-Fi to customers

What are the benefits of Guaranteed Broadband?

In addition to providing a minimum guaranteed bandwidth at all times, Guaranteed Broadband also brings the following benefits:

- Enables you to take advantage of future proof IP Voice solutions
- Business Service Levels with guaranteed fix times
- Remarkable Support with your very own dedicated UK based Customer Account Manager
- An affordable way to speed up communications

How does Guaranteed Broadband work?

Just like normal broadband services, Guaranteed Broadband gives you a choice of guaranteed bandwidths so you can pick an option that suits your business. However, unlike normal broadband, Guaranteed Broadband provides a minimum guaranteed bandwidth at all times and comes with business service levels and a guaranteed fix time.

Free IP Voice with our Guaranteed Broadband

Our Guaranteed Broadband also comes with free SIP services, which is the latest voice technology and will ultimately replace all currently digital phone lines, allowing you to make telephone calls over the Internet.

Why would I want to use IP Voice?

In 2025, BT is switching off their ISDN network; this is comparable to the analogue to Digital TV revolution and more recently the Digital Radio changes that are currently being implemented. Digital UK had a £201m budget for its marketing effort to persuade people to switch to digital TV before the old analogue network was switched off in their area and we can only imagine that Digital Radio UK will be spending a similar amount by the time that we are all enjoying crystal clear DAB radio. As there is no such budget to pay for a UK-wide marketing campaign, you may not be aware that if you already have ISDN lines or you are planning to install a PBX you will need to move to IP Voice.



10 Reasons to use IP Voice

BT is switching off the old ISDN service in 2025, so what are you going to use...IP Voice!

Over 50%

of UK businesses have already switched over to IP Voice.

- Flexibility – Reroute calls to any location, even internationally.
- Full control – Setup and manage your numbers in real time.
- Savings - 50% cheaper than traditional ISDN.
- Business continuity – Automatically reroute calls in an emergency
- Fully scalable – Pay only for the lines you need, when you need them.
- Fast and simple to install – Get up and running in under 48 hours.
- Compatible - Works with over 75% of existing PBX systems
- Unify your communications - Consolidates your voice and data networks.
- Maximise your existing infrastructure – Increases the return on your hardware investment.
- Future proofs your voice communications – Integrates with your business applications.

To find out more about SIP or to talk to us about how you could benefit by moving to Guaranteed Broadband call 2 Circles on **03456 200 200** or email info@2circles.com.

